CLAIMS

1-21. (Cancelled)

22. (Previously presented) A method in a media managing software module executing on a computer system for creating a web page, the method comprising:

providing existing specs for media elements;

displaying to a writer the existing specs for the media elements so that the writer can locate a desired media element;

when the writer locates a desired media element based on review of the existing specs, inserting a unique identifier for the located media element into the web page;

when the writer does not locate a desired media element based on review of the existing specs, creating a spec describing the desired media element as indicated by the writer and storing the created spec in association with the web page so that an artist can subsequently retrieve and use the spec to create the desired media element for the web page; and

after the artist has created the desired media element and when the writer selects to update the web page, inserting a unique identifier for the created media element into the web page.

23. (Previously presented) The method of claim 22 including attaching a screen shot of the desired media element to the spec.

24. (Previously presented) The method of claim 22 including continuing to create the web page after the spec is created or the unique identifier is inserted.

25. (Previously presented) The method of claim 22 including updating a created spec.

26.   (Previously presented) The method of claim 22 wherein the writer and the artist are the same person.

27.   (Previously presented) The method of claim 22 including generating a report of unfulfilled specs for which an artist has not created the desired media element.

28.   (Previously presented) A computer-readable medium containing instructions for controlling a computer system to create a web page, by a method comprising:

    displaying to a writer existing specs for media elements so that the writer can locate a desired media element to add to the web page;

    when the writer locates a desired media element, inserting a unique identifier for the located media element into the web page;

    when the writer does not locate a desired media element, creating a spec describing the desired media element and storing the created spec in association with the web page so that an artist can subsequently retrieve and use the spec to create the desired media element for the web page; and

    after the artist has created the desired media element, inserting a unique identifier for the created media element into the web page.

29.   (Previously presented) The computer-readable medium of claim 28 wherein the unique identifier for the created media element is inserted into the web page when the writer indicates to update the web page.

30.   (Previously presented) The computer-readable medium of claim 28 including attaching a screen shot of the desired media element to the created spec.

31.   (Previously presented) The computer-readable medium of claim 28 including continuing to create the web page after the spec is created or the unique identifier is inserted.

32.   (Previously presented) The computer-readable medium of claim 28 including updating the created spec.

33.   (Previously presented) The computer-readable medium of claim 28 wherein the writer and the artist are the same person.

34.   (Previously presented) The computer-readable medium of claim 28 including generating a report of unfulfilled specs for which an artist has not created the desired media element.

35.   (Previously presented) The computer-readable medium of claim 28 including notifying the writer of a spec for which a desired media element has been created.

36.   (Previously presented) A computer system for creating a web page, comprising:

    a component that provides existing specs for media elements so that a writer can locate a desired media element to add to the web page;

    a component that inserts a unique identifier for the located media element into the web page when the writer locates a desired media element;

    a component that, when the writer does not locate a desired media element, creates a spec describing the desired media element that includes a screen shot and storing the created spec in association with the web page;

    a component that generates a report of unfulfilled specs for which an artist has not created the desired media element so that the artist can retrieve and use the spec to create the desired media element for the web page;

    a component that notifies the writer when the desired media element has been created; and

    a component that inserts a unique identifier for the created media element into the web page when requested by the writer.